



Account Management Provides eLearning Expertise and Strategic Guidance

"Our experience with the Account Management team has been exceptionally good. If they make a commitment that something is going to happen, we know it will happen. You can take their word to the bank."

**– Ray Caprio, Vice President,
Rutgers University**

Educational Partners

Customer service and support are central to the Pearson eCollege business model. In fact, Pearson eCollege treats each client as an Educational Partner, sharing in the successes and challenges of the institution's course and program goals.

The dedicated team that Pearson eCollege provides to assist with day-to-day and overall program management helps institutions focus on what matters most—ensuring students receive a quality educational experience, driving successful learning outcomes, growing online enrollments, and maintaining high course completion and program retention rates.

Pearson eCollege's Account Management team works collaboratively with its Educational Partners to grow successful online programs by sharing industry information, identifying best practices and developing a detailed business plan. The pay-as-you-grow business model ensures that Pearson eCollege's objectives are tied to those of its Educational Partners. As Educational Partners grow and succeed, Pearson eCollege grows and succeeds.

Shares Industry Information

Each institution's dedicated Account Manager provides a single-source of eLearning expertise that the institution can leverage for its program's success. All of Pearson eCollege's Account Managers keep up with the latest technological developments within the eLearning industry. Sharing this research information benefits both Pearson eCollege and its Educational Partners. Pearson eCollege can offer the most innovative and efficient learning solutions available. Pearson eCollege Educational Partners can be confident in their competitive position in the market.

Identifies Best Practices

The Pearson eCollege Account Management team serves as an institution's strategic long-term partner, focusing on helping institutions achieve their financial and organizational goals. The Account Management team also performs a needs assessment as an Educational Partner's online program grows to identify opportunities for advanced program growth and improved program administration. The Account Manager's experience and industry knowledge become an important resource for Pearson eCollege's Educational Partners.

Develops Strategic Business Plans

The members of the Account Management team are committed to guiding the success and growth of Pearson eCollege Educational Partners' online programs. Armed with a wealth of industry knowledge and an expert-level understanding of the Pearson eCollege eLearning platform, Account Managers collaborate with institutional leaders, such as program directors and university presidents, to determine the most successful growth and implementation strategies available to the institution. This knowledge and collaboration allows Account Managers to develop strategic plans for program success.

Account Management Provides Strategic Guidance for Program Growth throughout the Program Life Cycle

Online programs have a predictable life cycle. It's a process with a beginning, middle and end—leading to a new term beginning. Throughout the program life cycle, the Pearson eCollege Account Manager can leverage personal experience and strategic planning to guide an Educational Partner's leadership toward effective, scalable and successful growth of its online programs.

The Program Life Cycle

Planning

The Account Management team builds strong relationships with key individuals, ensuring a clear understanding of the institution's strategic business objectives. These relationships allow Account Managers to develop business plans that detail all of the costs and benefits of implementing successful online programs.

Assessing

An Account Manager meets annually with an Educational Partner to conduct a formal planning and assessment process, reviewing the previous year's business and operations goals and establishing a detailed business plan for moving forward with appropriate program solutions.

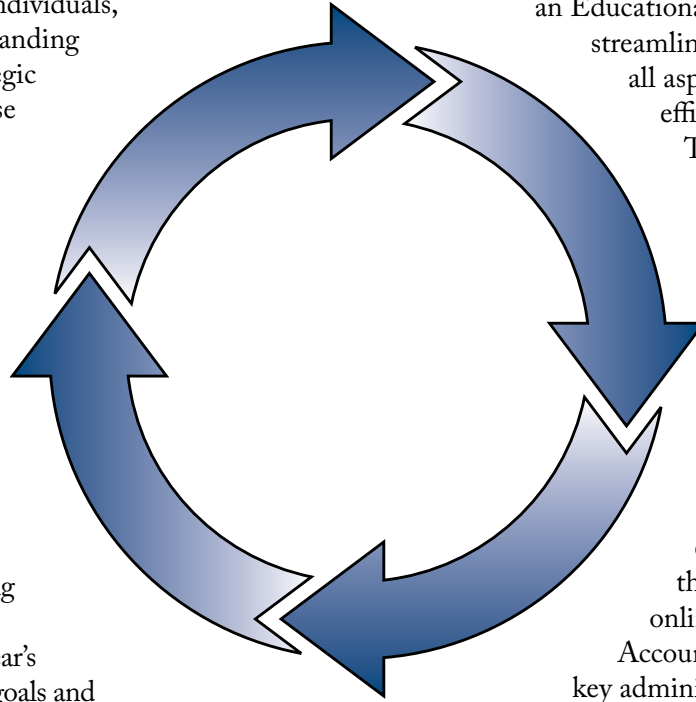
Implementing

The Account Management team complements an Educational Partner's staff, streamlining and simplifying all aspects of delivering an efficient online program.

The Account Manager is responsible for achieving mutual goals and delivering appropriate solutions to meet the Educational Partner's unique needs.

Supporting

Each member of the Account Management team has extensive experience in supporting the growth of successful online programs. The Account Manager meets with key administrators and executives at the institution to develop mutual paths for program growth.



"It is really easy to observe a team atmosphere at Pearson eCollege. Their Account Management team knows we are in this together, and they do everything possible to provide us with the best, most complete online experience possible. We know we are with the right partner with Pearson eCollege."

– Dennis Franz, Executive Director, EduKan